We claim:

1. A method of producing a light reflective coating on a surface of a substrate, comprising:

a) applying flakes of dry non metallic reflective material to the surface so that the flakes lie substantially parallel with the surface, wherein the non metallic flakes have a mean index of refraction.

2. The method of claim 1, wherein the step of applying flakes to the surface comprises:

i) applying the flakes of dry non metallic reflective material to the surface; and

ii) mechanically working the surface to align the flakes parallel with the surface.

3. The method of claim 1, wherein the step of applying flakes to the surface comprises:

i) applying an electrical charge on the flakes of dry non metallic reflective material; and

i) attracting the flakes to the surface using an electrical field substantially perpendicular to the surface, whereby the flakes strike the surface and align parallel with the surface.

4. The method of claim 1, further comprising a step of covering the flakes with a protective layer.

5. The method of claim 4, wherein the protective layer has an index of refraction which matches the mean index of refraction of the flakes.

6. The method of claim 1, where the flakes are interference reflectors.

7. The method of claim 6, wherein the flakes are flakes of CLC material.

8. The method of claim 7, wherein the flakes of CLC material have a non linear pitch distribution so that the flakes reflect a broad band of light.

9. The method of claim 6, wherein the flakes are flakes of multilayer polymeric material.

10. The method of claim 9, wherein the flakes are flakes of multilayer polymeric material, where the multilayer polymeric material has a non linear pitch distribution.

11. The method of claim 6, wherein the flakes are flakes of multilayer inorganic material.

12. The method of claim 11, wherein the flakes of multilayer inorganic material have a non linear pitch distribution so that the flakes reflect a broad band of light.

13. A method of producing a light reflective coating on a surface of a substrate, comprising:

a) applying a coat of binder material to the surface; and then

b) applying flakes of dry non metallic reflective material to the surface, the non metallic reflective flakes having a mean index of refraction.

14. The method of claim 13, further comprising;

c) mechanically working the surface to align the flakes parallel with the surface.

15. The method of claim 14, wherein the step c) is a step of rolling the surface.

16. The method of claim 14, wherein the step c) is a step of buffing the surface.

17. The method of claim 14, where the substrate is a fingernail, and where the non metallic reflective flakes are interference reflectors.

18. The method of claim 14, where the substrate is an automobile body, and where the non metallic reflective flakes are interference reflectors.

19. The method of claim 13, wherein the step of applying the flakes to the surface employs flakes having electrical charges on the surfaces of the flakes.

20. The method of claim 13, wherein the step of applying the binder material to the surface is a step where the binder material is applied in a pattern, and where the flakes adhere to the surface only where the binder material is applied to the surface.

21. The method of claim 20, wherein the step of applying the binder material to the surface is performed using an ink jet printer.

22. The method of claim 20, wherein the step of applying the binder material to the surface is performed using a screen printer.

23. The method of claim 20, wherein the step of applying the binder material to the surface is performed using an offset press.

24. The method of claim 20, wherein the step of applying the binder material to the surface is performed using xerographic printer.

25. The method of claim 13, wherein the binder material is a fluid material.

26. The method of claim 13, wherein the binder material is a fusible material.

27. The method of claim 13, wherein the binder material is a radiation curable material.

28. The method of claim 13, wherein the binder material is a thermally curable material.

29. The method of claim 13, wherein the binder material is a contains a volatile solvent.

30. The method of claim 13, wherein the flakes are interference reflectors .

31. The method of claim 30, where the flakes are flakes of CLC material

32. The method of claim 30, wherein the flakes of CLC material have a non linear pitch distribution so that the flakes reflect a broad band of light.

33. The method of claim 30, wherein the flakes are flakes of multilayer polymeric material.

34. The method of claim 33, wherein the flakes are flakes of multilayer polymeric material, where the multilayer polymeric material has a non linear pitch distribution.

35. The method of claim 30, wherein the flakes are flakes of multilayer inorganic material.

36. The method of claim 35, wherein the flakes of multilayer inorganic material have a non linear pitch distribution so that the flakes reflect a broad band of light.

37. The method of claim 13, wherein the binder layer has an index of refraction which matches the mean index of refraction of the flakes.

38. An object having a surface, comprising:

a first layer of a large plurality of dry non metallic reflective flakes, the non metallic reflective flakes lying substantially parallel with the surface and substantially coplaner with each other, the non metallic light reflective flakes having a mean index of refraction; and

a second layer of a binder material in contact with the first layer and with the surface.

39. The object of claim 38, wherein the flakes are closely adjacent the surface of the object and wherein the binder material is adherent to the surface of the object and covers the flakes.

40. The object of claim 39, further comprising a protective third layer covering the first and second layers.

41. The object of claim 40, wherein the protective layer has an index of refraction which matches the mean index of refraction of the flakes.

42. The object of claim 38, wherein the binder material is adherent to the surface of the object, and wherein the flakes are separated from the surface by the binder material and adherent to the binder material.

43. The object of claim 42, further comprising a protective third layer covering the first and second layers

44. The object of claim 43, wherein the protective third layer has an index of refraction which matches the mean index of refraction of the flakes

45. The object of claim 38, wherein object is a part of an automobile body.

46. The object of claim 38, wherein object is a sheet.

47. The sheet of claim 46, wherein the flakes form a pattern.

48. The object of claim 38, wherein the flakes are flakes of CLC material.

49. The object of claim 48, wherein the flakes of CLC material have a non linear pitch distribution so that the flakes reflect a broad band of light.

50. The object of claim 38, wherein the flakes are flakes of multilayer polymeric material.

51. The object of claim 50, wherein the flakes are flakes of multilayer polymeric material, where the multilayer polymeric material has a non linear pitch distribution.

52. The object of claim 38, wherein the flakes are flakes of multilayer inorganic material.

53. The object of claim 52, wherein the flakes of multilayer inorganic material have a non linear pitch distribution so that the flakes reflect a broad band of light.

54. The object of claim 38, wherein the binder material has an index of refraction which matches the mean index of refraction of the flakes.